



Sample Press Release



Retype this press release or use the attached press release using information specific to your sale (all places bolded) and then mail it to local newspapers.

FOR IMMEDIATE RELEASE
February 25, 2004

CONTACT: **Joe Smith**
Phone: **123-4567**

Recycletown to hold Backyard Compost Bin Sale for Earth Day 2004

Recycletown, ME: Tired of seeing all of those kitchen leftovers from preparing meals and snacks get thrown out in the trash or eaten by critters in your makeshift composting bin in the backyard? Here's your chance to turn those scraps into a rich soil amendment.

As part of Earth Day 2004 celebrations, **Recycletown** is participating in a statewide backyard composting bin sale. Through May 22, 2004, a home compost bin and how-to guide with a combined retail value of \$80 can be purchased for only **\$31.50** (tax included). The bin is black, has a 10 year warranty, and is made of 100% recycled plastic. It's approximately 35" high and 33" wide, or large enough for a family of five.

It's estimated 25 percent of the average household's waste consists of yard trimmings and kitchen scraps which can be easily composted. **Recycletown** residents can save **\$65** for every ton of waste they compost because it is not shipped out of town for disposal.

Look for Order Forms at **Joe's Market, Town Hall, Recycling Center, and Community Bank**. **Recycletown** already recycles 25% of its disposables. Let's boost that number further while helping our gardens grow!

- END -

-- SAMPLE INFORMATION ONLY --

Please use information specific to your sale on the attached press release.

FOR IMMEDIATE RELEASE

CONTACT: _____

Phone: _____

* PRESS RELEASE *

_____ *to hold Backyard Compost Bin Sale for Earth Day 2004*

_____, ME: Tired of seeing all of those kitchen leftovers from preparing meals and snacks get thrown out in the trash or eaten by critters in your makeshift composting bin in the backyard? Here's your chance to turn those scraps into a rich soil amendment.

As part of Earth Day 2004 celebrations, _____ is participating in a statewide backyard composting bin sale. Through May 22, 2004, a home compost bin and how-to guide with a combined retail value of \$80 can be purchased for only \$_____ (includes tax). The bin is black, has a 10 year warranty, and is made of 100% recycled plastic. It's approximately 35" high and 33" wide, or large enough for a family of five.

It's estimated 25 percent of the average household's waste consists of yard trimmings and kitchen scraps which can be easily composted. _____ residents can save \$_____ for every ton of waste they compost because it is not shipped out of town for disposal.

Look for Order Forms at _____ .
_____ already recycles _____ percent of its disposables. Let's boost that number further while helping our gardens grow!

- END -